**S.E.M. ~ Chapter 4 Notes**

**4.1 ~ The Marketing Concept**

**Marketing Concept**

What is the most important aspect of marketing? (Pg.93)

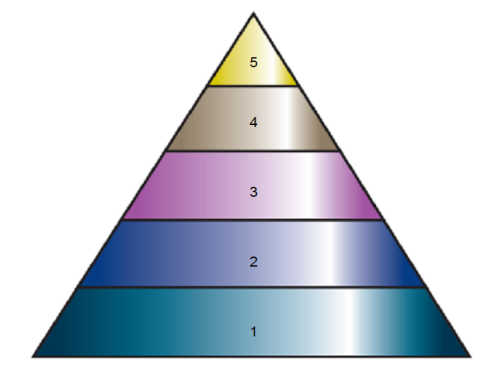
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Explain the reasons for increased sports and entertainment options. (Pg.95)

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**4.2 ~ Understanding Buying Behaviors**

**Consumers Wants & Needs: Maslow's Hierarchy of Needs Pyramid**

5 - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4 - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

3 - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2 - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1 - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Gather Information**

Primary Data

Secondary Data

External Data

Internal Data

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**4.3 ~ Target Markets**

**Target Market**

What is a target market? Provide at least 1 company and their target market. (Pg.104)

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**Market Segments**

Psychographic Segmentation

Geographic Segmentation

**Pg.104**

Behavioral-Based Segmentation

Demographic Segmentation

**4.4 ~ Customer Service**

**Outstanding Service Equals Success**

Why is outstanding customer service critical to business in a highly competitive marketplace?(Pg.109)

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**Creating a Service Culture:** *Principles of Customer Service*:Value-Based, Fast, Passion, Pride, Relationships

“FAST” Strategy for Outstanding Customer Service (Pg.110)

Explain what it means to have a values-based culture. (Pg.112)

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